IN THE CLAIMS

In the claims, please amend the claims as follows. A version of the claims is included below in accordance with the proposed amendments to 37 C.F.R. 1.121.

Please amend the claims as follows:

1. *(Cancelled)*.

2. *(Amended)* A computer system for displaying targeted healthcare advertisements to a computer user comprising:

a. an advertising selecting computer;

b. a plurality of devices for enabling entry of healthcare related information into the system;

c. a database for storing the healthcare related information and advertising information connected to the advertising selecting computer; and

d. a communications network for transmitting healthcare related information from the devices to the selecting computer for storage in the database, wherein the advertising selecting computer compares the healthcare related information to the advertising information and selects advertising information for display to the user that is related to the healthcare related information entered from at least one of the plurality of devices, the advertising selecting computer transmits a pharmaceutical advertisement to at least one of the plurality of devices for display via the communications network and, in response to a healthcare provider user selecting the displayed pharmaceutical advertisement, a prescription for a patient is initiated.

3. *(Original)* The system of claim 2 wherein the healthcare related information comprises information received from a healthcare group consisting of healthcare providers, patients, healthcare service organizations, pharmaceutical companies, healthcare product and service vendors, pharmacies, medical facilities, healthcare information services, medical record databases, government agencies, non-profit organizations, health research organizations and billing companies.

4. *(Original)* The system of claim 2 further comprising a database of stored non-healthcare related information connected to the advertising selecting computer wherein the selecting computer compares the healthcare related information and the non-healthcare information to the advertising information and selects advertising information for display to the user that is related to the non-healthcare information.

5. *(Original)* The system of claim 2 wherein at least one of the plurality of devices is a wireless portable computer device.

6. *(Original)* The system of claim 2 wherein the devices are selected from the group consisting of web TV devices, personal digital assistant devices, personal computers, handheld portable computers, wireless telephone devices and wireless personal access devices.

7. *(Original)* The system of claim 3 further comprising the advertising selecting computer constructs a medical record for a patient using healthcare information selected from at least one of the healthcare group and transmits the medical record via the communications network to a computer user.

8. *(Cancelled)*

9. *(Amended)* The system of claim 2 8 further comprising initializing parameters of the prescription to values based on patient medical information.

10. *(Original)* The system of claim 2 further comprising the advertising selecting computer transmits a pharmaceutical advertisement to at least one of the plurality of devices for display via the communications network and in response to a healthcare provider user selecting the displayed pharmaceutical advertisement, a prescription for a patient is automatically created.

11. *(Original)* The system of claim 2 further comprising the advertising selecting computer calculates a revenue amount to be paid to the healthcare provider for using the computer system.

12. *(Original)* The system of claim 2 further comprising the advertising selecting computer calculates a revenue amount to be paid to the healthcare provider for referring patients to a health information website.

13. *(Original)* The system of claim 2 wherein the communications network is selected from the group consisting of a global communications network, a wide area network, a local area network, a wireless telephone network, a satellite network, an interactive television network and a cable network.

14 -24. *(Cancelled)*

25. *(Amended)* A computer implemented method for managing health related information comprising:

        a. using patient medical information and healthcare provider information collected from at least one of a plurality of sources;

        b. selecting healthcare product advertisements for display to a computer user based on the patient medical information and healthcare provider information; ~~and~~

        c. transmitting the advertisements to a computer user for display; <u>and</u>

        d. <u>in response to selection of one of the advertisements, initiating a healthcare product order</u>.

26. *(Original)* The method of claim 25 wherein the plurality of sources selected from the group consisting of health care provider information, patient medical records, patient prescription records, patient entered information, medical test ordering and test result records, and health information.

27. *(Original)* The method of claim 25 wherein the product advertisements comprise pharmaceutical advertisements.

28. *(Original)* The method of claim 25 wherein at least one of the plurality of sources comprises collected user entered data and user actions as a user navigates through an electronic web page display.

4

29. *(Original)* The method of claim 25 wherein the pharmaceutical advertisement is for a drug.

30. *(Original)* The method of claim 29 further comprising displaying the pharmaceutical advertisement for a drug on a computer screen, allowing the healthcare provider to select the drug displayed and initiating an electronic prescription for the drug for a patient.

31. *(Original)* The method of claim 29 further comprising displaying the pharmaceutical advertisement for a drug on a computer screen, allowing the healthcare provider to select the drug displayed and automatically creating an electronic prescription for the drug for a patient.

32. *(Original)* The method of claim 29 further comprising displaying the pharmaceutical advertisement for a drug on a computer screen and allowing the healthcare provider to select the drug displayed and displaying more information about the pharmaceutical.

33. *(Original)* The method of claim 30 further comprising initializing parameters of the prescription to values based on the patient medical information.

34. *(Original)* The method of claim 30 wherein the electronic prescription is electronically sent to a patient-selected pharmacy.

35. *(Original)* The method of claim 34 further comprising if the prescription contains at least one refill, at least one prescription refill is not sent to the patient-selected pharmacy and is electronically stored for the patient.

36. *(Original)* The method of claim of claim 35 wherein the electronically stored prescription refill is sent to the patient-selected pharmacy upon request of the patient.

37. *(Original)* The method of claim 27 further comprising:

    a. the patient medical information includes drugs the patient is allergic to; and

    b. in the selecting step, filtering pharmaceutical advertisements for drugs the patient is allergic to prior to display.

38. *(Original)* The method of claim 37 wherein filtering comprises not displaying the drug.

5

39. *(Original)* The method of claim 37 wherein filtering comprises displaying the drug with a warning.

40. *(Original)* The method of claim 27 further comprising:

    a. the patient medical information includes drugs for which the patient has had adverse reactions; and

    b. in the selecting step, filtering pharmaceutical advertisements for drugs the patient has had adverse reactions.

41. *(Amended)* The method of claim 27 further comprising:

    a. the patient medical information includes drugs selected from the group consisting of drugs for which the patient has had an adverse reaction, drugs in the same class as drugs for which the patient has had an adverse reaction, drugs for which the patient's family has a history of adverse reactions, drugs for which genetic profiling has indicated the patient may have an adverse reaction, and drugs which may interact adversely with drugs the patient is currently taking; and

    b. in the selecting step, determining pharmaceutical advertisements for drugs from the group and filtering said advertisements.

42. *(Original)* The method of claim 41 wherein filtering comprises not displaying the advertisements for display.

43. *(Original)* The method of claim 41 wherein filtering comprises displaying the advertisement with a warning.

44. *(Original)* The method of claim 27 further comprising:

    a. the patient medical information includes drugs the patient is currently taking; and

    b. in the selecting step, filtering pharmaceutical advertisements for drugs that are not included in the formulary of the patient's insurance company.

45. *(Original)* The method of claim 29 further comprising prioritizing pharmaceutical advertisement display order according to an amount of revenue received for displaying each pharmaceutical advertisement.

46. *(Original)* The method of claim 29 further comprising prioritizing pharmaceutical advertisement display order according to an amount of revenue received for displaying pharmaceutical advertisements for pharmaceuticals from a selected company.

47 -63. *(Cancelled)*

64. *(Amended)* A computer-implemented method of displaying targeted healthcare product information to a computer user comprising:

    a. using stored medical information from a plurality of sources comprising:

        i. for a selected patient, a patient's medical history;

        ii. healthcare provider information;

        iii. prescription writing habits of a healthcare provider;

    b. associating the medical information from the at least one of the plurality of sources with stored healthcare advertisement information to select an advertisement. for display to a user that is related to the at least one of the plurality of sources; ~~and~~

    c. transmitting the healthcare advertisement for electronically displaying to the user; <u>and</u>

    d. <u>in response to selection of the healthcare advertisement, initiating a healthcare product order.</u>

65. *(Original)* The system of claim 64 wherein the patient's medical history comprises information selected from the group consisting of patient history and examination information, patient test results information, patient prescription information, patient-entered information and other information relating to medical condition of the patient.

66.- 72. *(Cancelled)*

73. (*Original*) A software program embodied on a computer-readable medium incorporating the method as recited in claim 25.

74 - 76. *(Cancelled)*

77. *(Original)* A software program embodied on a computer-readable medium incorporating the method as recited in claim 62.

78. *(Cancelled)*